

Colonel White

FILE *Luscomb* 15

I ask your reconsideration of this proposal as I think it is a worthy one. Attached is some additional information on the Afro-American which is well regarded in the Negro community.

SIGNED R. L. Bannerman
R. L. Bannerman

Att

15 SEP 1970

Distribution:

Orig - Addressee w/O DD/S 70-3794 and O & 4 ccys DD/S 70-3729

1 - DD/S subj w/cy of DD/S 70-3794 & DD/S 70-3729 (attached to above)

1 - DD/S chrono

DD/S 70-3794: Memo dtd 11 Sep 70 for A-DD/S fr Robert S. Wattles, subj: Proposed Advertisement in the Afro-American Annual Career Planning Guide

DD/S 70-3729: Memo dtd 9 Sep 70 for ExDir-Compt fr Robert S. Wattles, same subj

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11 SEP 1970

MEMORANDUM FOR: Acting Deputy Director for Support

SUBJECT : Proposed Advertisement in the Afro-American Annual Career Planning Guide

Jack:

The advertisement we have proposed will appear but once in the 15th annual edition of the Afro-American newspapers' career planning guide. We do not feel that we are responding to high pressure sales tactics in placing the ad, but do recommend it as a positive public relations step and a means of reaching Negro colleges and universities throughout the country.

It's true that many of these colleges and universities receive the College Placement Annual in which we have a similar ad, but our appearance in the Afro-American guide will further indicate that we mean business where consideration of properly qualified black student applicants is concerned.

The Recruitment Advertising Committee, which met to discuss the proposed ad, recognized that this was, as much as anything else, an expression of our intent to follow national policy of equal employment opportunity. Mr. [] who represented Jake Goodwin at the meeting, is in agreement that the placement of the ad is a worthwhile step so far as the public relations aspect is involved.

[] the Office of Security representative, ran an Indices check on the Afro-American, a weekly publication with Headquarters in Baltimore. There are any number of Afro-American newspapers but the Baltimore publication is apparently the major one, it has been in existence since 1907, and has been in the hands of the same family through three generations since its founding. The Office of Security has no derogatory information concerning the publication and Jake Goodwin's office has no record to indicate that the publication has ever contained any negative copy concerning this Agency.

I should like to recommend again that we go ahead with the ad; its text is innocuous at best, it will appear only once a year, the index of other advertisers is impressive and it represents, we think, sound public relations.

Robert S. Wattles
Director of Personnel

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RLB

I took basic paperwork to Col W last week and he wasn't very anxious to go ahead. I took it back to get it further consideration and to find out if we subscribe to the regular paper. (which we don't altho OS buys it regularly).

Bob Wattle believes rather strongly that we should go ahead with this one time ad. He has

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provided the additional
memo on top of the
stack and it furnishes
new and helpful info.

I believe we should
go ahead and suggest we
take it back to Col W.

JWC

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10/15 70-3729
9 SEP 1970

MEMORANDUM FOR: Executive Director-Comptroller

SUBJECT : Proposed Advertisement in the Afro-American Newspapers' Career Planning Guide

1. This memorandum submits a recommendation for your approval; this recommendation is contained in paragraph 4.

2. The Afro-American newspaper group is preparing to publish the 1970-71 edition of its Career Planning Guide, a compendium of information about colleges, universities and employers, which is distributed free to more than 50,000 black seniors and graduate students each year throughout the country. A number of U. S. Government agencies have advertised in it in the past and will appear in the 1971 edition, which will include a Science, Technology and Engineering Supplement.

3. As a step in improving our posture with respect to employment of Negroes--particularly Negro professionals--I believe it would be timely for us to place a small ad in this year's edition. We have modified the standard ad which you approved for the College Placement Annual and for use in local newspapers and in our brochure-application form, to make it a brief, low-key statement. A copy of the proposed ad, which has been endorsed by the Recruitment Advertising Committee, is attached.

4. It is recommended that the attached advertisement be approved for publication.

/s/ Robert S. Wattles

Robert S. Wattles
Director of Personnel

Attachment

Concur:

SIGNED R. L. Bannerman

15 SEP 1970

R. L. Bannerman
Deputy Director
for Support

Date

The recommendation contained in paragraph 4 is approved.

18 SEP 1970

L. R. White
Executive Director-Comptroller

Date

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